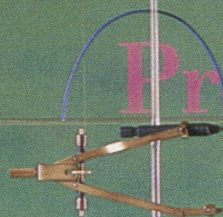


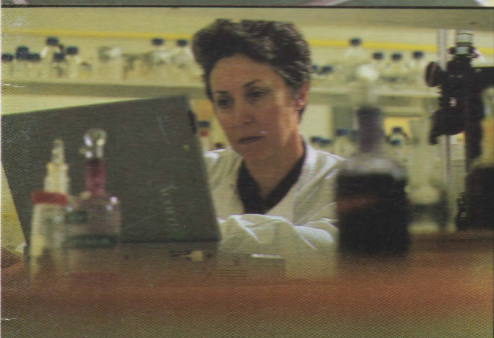
THE ACORN WORLD DAILY NEWS

N I N E T E E N N I N E T Y T H R E E



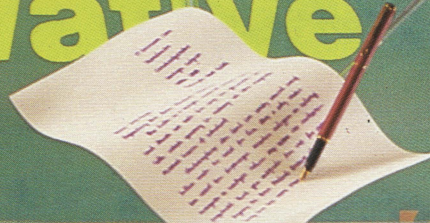
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PUB PW9/93

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Telephone Number

Company.....

Position.....

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Acorn 

Contents

2 Acorn Publishing

In the publishing area we have recreated the combined businesses of a small publisher and a small printer. To bring this to life however we are producing and printing this Daily News on a daily basis so that you will have the opportunity to see what goes on in these businesses for real.

4 News, Comment and Theatre Guide

6 Educating a nation

As you probably know, Acorn Computers has been the leading supplier of computers to UK education for over twelve years and consequently today, not only is an Acorn computer the preferred choice of teachers nationwide but at any one time, over two million school children are using an Acorn computer as part of the national curriculum - find out why this is.

7 Home Computing and Beyond

We are confident that you will find this show to be more dynamic and exciting than ever before. In particular, visit the Games Arcade, where we have all the latest and greatest games, surrounded by a spectacular multi-coloured laser show, all set inside a massive spacecraft.

8 Acorn goes continental

In 1992 a significant strategic target was set by Acorn: expansion into key international markets. With a team of dedicated professionals, extensive research was carried out to identify new opportunities in key overseas markets, whilst continuing the development and growth of existing territories.

Acorn World - All Computer Shows should be this way!

At last the show that has been eagerly anticipated for many months by the Acorn community is here!

This year the show has combined all areas of Acorn's activity under one roof. You will have the opportunity to see why Acorn is dominant in the U.K. education market, investigate the power of Acorn Publishing Systems and enjoy the latest in entertainment and home computing.

The strength of the relationships Acorn has developed is vividly demonstrated by the sheer range and quality of attractions available to the visitor. No other computer manufacturer has brought you a seminar on "Networking in the wide world" with Novell, an opportunity to obtain Kodak PhotoCd at a special promotional price, a free child voucher to visit the Science Museum and free Acorn software on a disc supplied by TDK. Who else could bring you a games Arcade with everything, from the latest leisure releases to the most powerful and stunning laser show ever seen at a computer exhibition, controlled by their computers?

The theme for the show is "Vision for the Future", and why? Simple really! Time and time again Acorn has shown that it has a clear direction. Unlike many others in this industry, Acorn has looked forward and provided the solution that users need and at a price that people can afford. This show makes it clear that this visionary approach continues and for those prepared to stop and look Acorn World proves that Acorn is once again about to leave the competition on the blocks!

But judge the show for yourself - I hope that you enjoy it as much as I have.

Kevin (Directeur d'Exhibition) le Canard

Acknowledgements:-

Christopher Reading - Vision Reproductions Ltd. - for cartoon on page 3.
AB Dick - for the loan of the printing and finishing equipment used to produce the Daily News.
Redwood Publishing - for their help in the production of the Daily News.

Acorn Publishing Systems

The Acorn Publishing products are targeted at the small printing and publishing organisation who is largely not directly targeted by any other digital production systems.

Over a year ago Acorn Computers made the decision to enter the Printing and Publishing industry with a range of publishing systems offering considerable advantages over current products available. Here at The Acorn World Show 1993 we are presenting these exciting new products and demonstrating the significant productivity gains they can deliver.

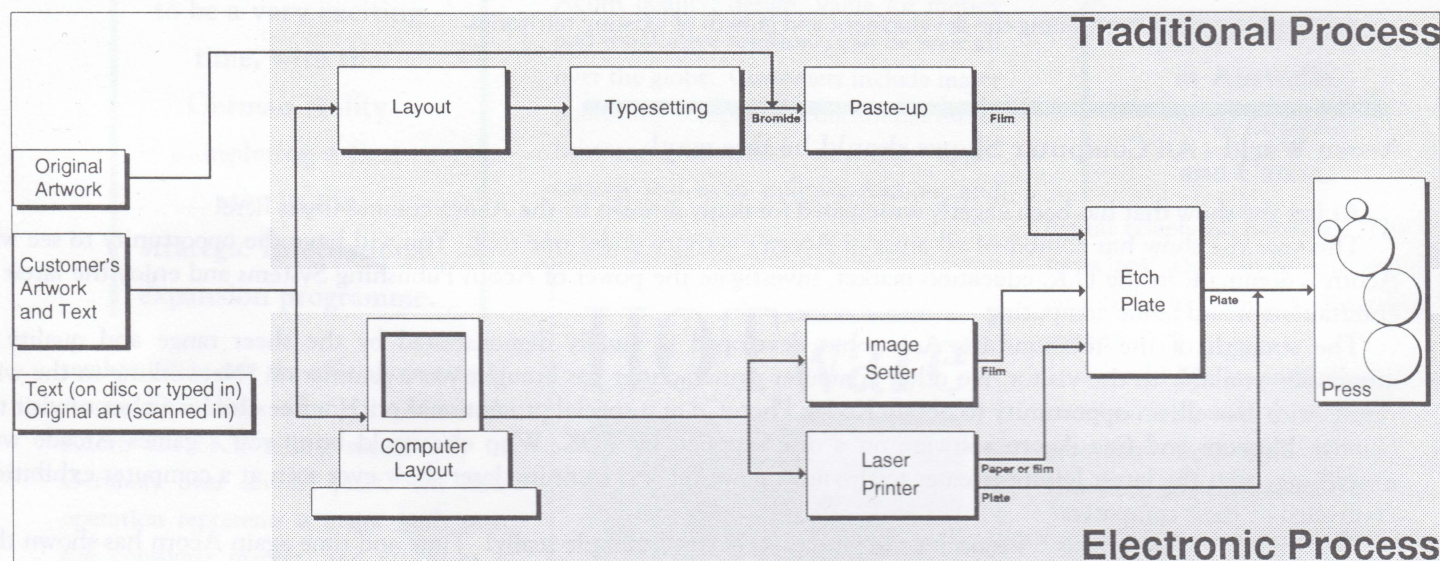
In the publishing area we have recreated the combined businesses of a small publisher and a small printer. To bring this to life we are producing and printing

For many years the printing industry has used largely unchanged techniques for the production of printed material.

**Acorn
Publishing Systems
combine speed with
intuitive ease of use
to deliver
high productivity
and unbeatable
price performance**

improving commercial productivity, cost-price performance unmatched by the industry, ease of use - no requirement for specialist staff or lengthy training periods. The systems are based on the A5000, 32 bit RISC based computer system, upgraded to 8MB, plus a scanner, high quality A3 or A4 printer, choice of 21" or 15" monitors and a range of all the software necessary to enable a printer to be immediately productive.

The Acorn Publishing products are targeted at the small printing and publishing organisation who is largely not



this Show News on a daily basis so that you will have the opportunity to see what goes on in these businesses for real.

Before you come and meet us here at the show let me introduce you to some of the background which has lead us to where we are today in the printing and publishing world.

Although similar in some ways to other DTP systems, Acorn Publishing Systems offer printers and publishers a unique opportunity to increase their productivity.

The prime advantages of the Acorn Publishing System are in the areas of performance :- directly targeted at

directly targeted by any other digital production systems. There are thousands of organisations of this type in the UK, carrying out a large variety of printing jobs and the vast majority are companies with less than twenty staff.

These companies are looking for ways in which they can improve their productivity through the use of a computer based systems but they are often confused by the wealth of choice available and also the issues of building such systems up from a range of components; both hardware and software. Through Acorn's experience in the market it has put together and is marketing a range of publishing products sold as complete systems thus avoiding the traditional complexity and confusion.

During 1992 and 1993 Acorn has established very strong links with AB Dick the international press, prepress and finishing product supplier. This partnership is seen as very important to

Acorn's growth in the printing sector in particular because of AB Dick's existing presence in that market. AB Dick is working with Acorn as its only supplier of digital prepress products and selling complete publishing systems to its customers.

We will of course be working with a selection of specialist dealers particularly to satisfy demand from the small publisher community.

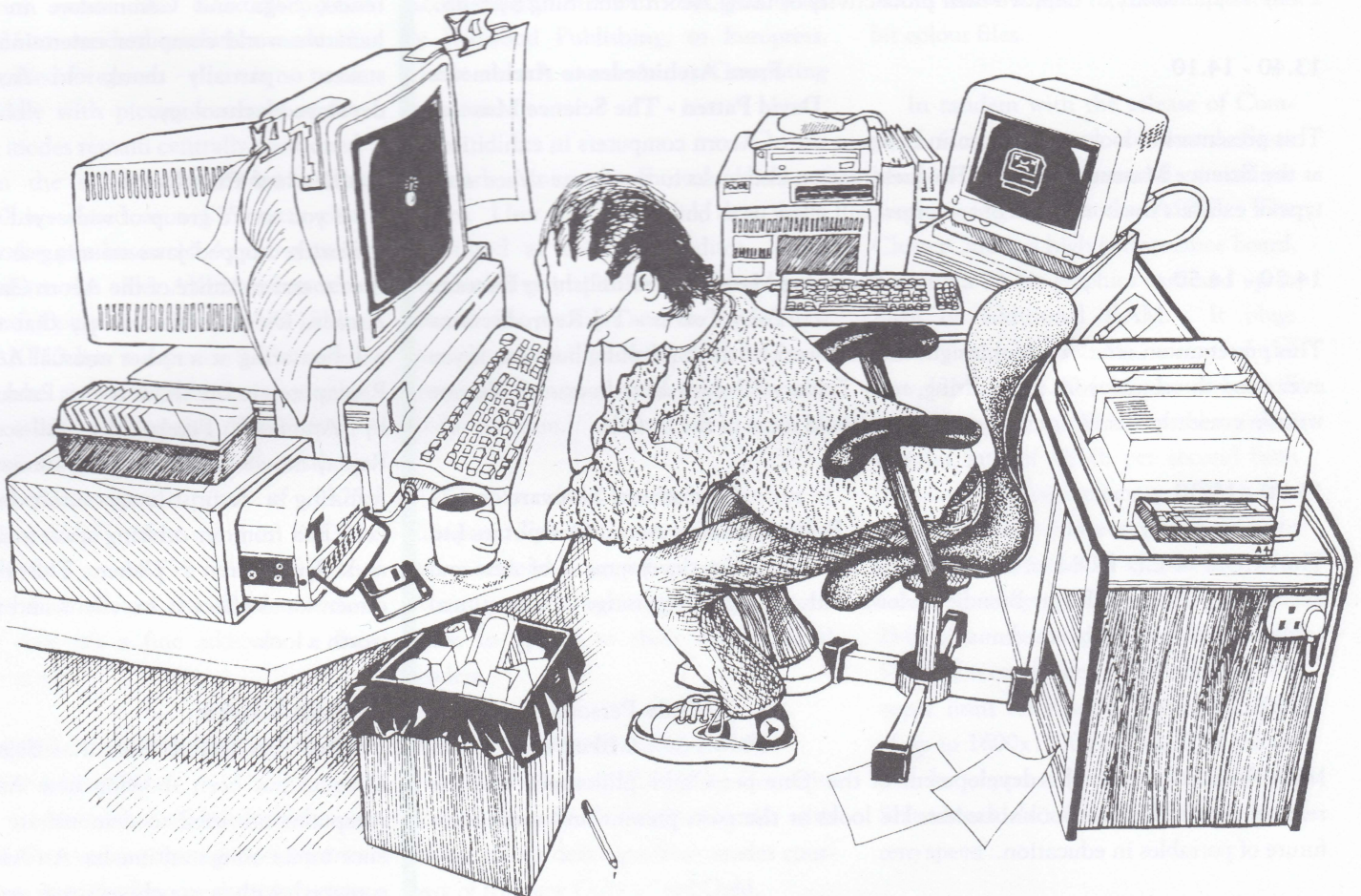
No less important to Acorn is its relationship with the developers with whom we have teamed up to make the complete publishing system so competitive. Many of these developers are also present at the show and there will be plenty of opportunity for you to see new products and interrogate them on new

and existing products alike.

So please come along and talk to us in the Acorn Publishing area. We will be delighted to introduce you to this exciting new area and hope to make your day a more useful and enjoyable one.

Simon Woodward,
Professional Sales
Business Unit Manager

THIS SITUATION COULD BE AVOIDED WITH AN ACORN PUBLISHING SYSTEM



I bought the technology not the solution!

Acorn World Theatre Programme - Saturday

11.00 - 11.30

Taking Better Photos with PhotoCD in Mind
Joe Partridge - Kodak

Photo CD and Acorn technologies now offer a flexible and high quality method of storing, displaying and manipulating your own photographs. Joe Partridge will focus on how to take photographs the professional way.

11.40 - 12.10

Producing a Pop CD
Stewart Palmer - Acorn Computers Ltd

How a group of intrepid rock musicians developed their own promotional video using Archimedes computers. This presentation shows an imaginative use of Acorn Replay.

12.20 - 12.50

Governors Start Here
Martyn Wilson - Hampshire Microtechnology

With the advent of the National Curriculum, information technology has become a compulsory part of every school curriculum. Martyn Wilson examines the implications in this presentation for governors.

13.00 - 13.30

Publishing for the Printer
Simon Woodward - Acorn Computers Ltd

Small printers still use largely traditional methods to produce their work, now there is a major opportunity to improve their productivity by using Acorn Publishing Systems.

13.40 - 14.10

From Archimedes to Archimedes
David Patten - The Science Museum

This presentation looks at the past and present use of Acorn computers in exhibitions at the Science Museum, London. The presentation also looks to the future to see what type of exhibits the computers of tomorrow will allow us to build.

14.20 - 14.50

Preparing Material for Publishing Bureaux
Tony Tolver - T-J Reproductions

This presentation offers a useful insight into the work of the publishing bureaux. If you ever need to submit work for printing, Tony Tolver will show how to ensure files are written correctly into Postscript, and how to avoid some of the pitfalls.

15.00 - 15.30

Educational Software on CD
Roger Broadie - Acorn Computers Ltd

The arrival of CD ROM in the classroom has led to the development of new and exciting applications. Roger Broadie reviews, with examples, the range of educational software published in this medium.

15.40 - 16.10

A Truly Personal Computer
Mike Wood - Psion

Mike Wood examines the development of the 'One per Child' philosophy and the reasons for the Pocket Book's success. He looks at the past, present and speculative future of portables in education.

16.20 - 17.00

Technical Question Time
David Bell - Acorn Computers Ltd

Time to get your questions answered by David Bell and his technical team.

Show News

Arm Ltd

Hands on new technology appears to be the unofficial theme at the Arm Ltd stand which can be found just to the right of the theatre entrance. There you can try out the very latest products which use chips designed by Arm Ltd like those used in all Acorn's desktop and portable computers except the Pocket Book. A couple of Apple Newton pen-input computers, which use Arm 610 chips, were attracting large crowds, but the undoubted star of the stand has been a Panasonic 3DO-compatible multi-media games console. The 3DO games console standard is based on Arm 60 chips and is set to challenge Nintendo, Sega and Commodore in the lucrative world computer entertainment stakes - partially thanks to Acorn-developed technology.

Animated Pixels

If you spot a group of wide-eyed visitors with dropped jaws standing around the far end entrance of the Acorn Games Arcade, it's more than likely that they will be staring at a rather unusual Acorn Replay movie on show there. Produced by Animated Pixels, the full-screen Replay movie clip is a digital animation featuring a futuristic spacecraft being launched from an orbiting space station and flying past a planet. The three dimensional effect is excellent and well worth a look.

Design a bike

Over on stand 95, the Science Museum has been showing how Acorn computers are used to demonstrate science topics using multimedia. An A5000 equipped with a touch-sensitive screen invites stand visitors to choose various components to custom-build a racing bike. All sorts of options are available

from gear ratios to the types of material used for the frame. Once you've built your bike, the design is tested in a simulated time trial. Our attempt failed miserably - the computer-generated reason - we chose the wrong handle bar configuration and the rider fell off!

New Acorn monitor

Acorn has announced a new 14" multi-scan colour monitor at the show and plenty are in use on Acorn's stands around the show floor. The new AKF50 monitor is manufactured for Acorn by Microvitec and is designed specifically with Risc OS screen modes in mind. In other words, when changing from a high resolution mode like 800x600 pixels mode 31 to standard resolution mode 12 - often used for games - there is no need to twiddle with picture controls as the screen modes remain centrally positioned and in the correct aspect ratio. The AKF50 is offered as a £75 extra cost option for purchasers of Acorn systems which have the older AKF18 monitor as standard. Compared with the AKF18 the new AKF50 has a superior 0.28mm dot pitch tube and a slightly flatter screen. Acorn is also making the AKF50 available as a product by itself, with a recommended retail price of £375 including VAT. After using an A5000 fitted with a an AKF50 monitor all day on the first day of the show we can report that it's a fine addition to the Acorn range.

Integrex unveils inexpensive colour scanner

A 24 bit colour scanner which can cope with source images up to A4 in size has been launched at the show by colour printer specialists Integrex on stand No.109a. What makes the Integrex CS300 scanner unique is its price - just

£399+VAT or £549 with a SCSI interface card if required. The scanner unit itself isn't of the more conventional flat-bed variety though a useful consequence is its small foot print; smaller than an A4 sheet of paper. Integrex supplies its own scanner interface and image processing software, which was developed by David Pilling and incorporates TWAIN universal driver technology - a first in the Acorn market place. Integrex is offering a show discount of £20 for the new Canon BJC600 colour ink-jet printer.

Acorn User finds a new home

It was announced today that BBC Enterprises has sold the market-leading Acorn magazine Acorn User, published by Redwood Publishing, to Europress, which already owns Acorn Computing magazine.

Mark Moxon, technical editor of Acorn User at Redwood, has been appointed as the title's editor. 'I am obviously very pleased to have been offered this position and under the new management will develop the title and continue the good work done by the Redwood team.'

Ian Bloomfield, managing director of Europress Enterprise, commented, 'We see considerable growth potential in the Acorn market. Both magazines will continue to appeal to their current loyal readers.'

Become a gold card holder

WildVision and Computer Concepts have broken the 256-colour barrier with 15-bit colour desktop screen modes courtesy of the new ColourCard Gold.

CC and WildVision have been working with Acorn to patch the operating

system modules which govern the palette to make the existing 35,000 colour modes desktop-compatible. Presently available painting programs don't support this because no one has written any to display more than 256 colours. However, vector graphics work perfectly and Clares' may be developing a new version of ProArtisan 2 which will have 24-bit display capabilities.

As far as DTP programs are concerned, new filters for Impression Style and the new fast-load ArtWorks (version 1.5) enable 24-bit sprites to be displayed in their full glory. In 16 colour modes, 'aerodiffused' dithering algorithms allow superb reproduction of 24-bit colour files.

In tandem with the release of Computer Concepts' new colourcard, State Machine have announced a unique graphics upgrade for the A5000. The ClusterCard is a high performance board, housing a 24-bit graphics card and up to 8Mb of additional RAM. It plugs directly into the MEMC socket of the new 33MHz A5000 (older hardware will require upgrading) which enables a data transfer rate of 48Mb per second from the card to main memory. With the G335 graphics chip accessed directly to the ARM processor, displaying 256-colour desktop screen modes of up to 2Mb size will be possible. Previously 512K screen modes have marked the upper limit for RiscOS, but now modes of up to 1600x1200 pixels in 256 colours will be supported and are claimed by State Machine to operate 'at near mode zero speed'.

The ClusterCard Memory and Graphics Accelerator Modules will be available in December.

ACORN COMPUTERS THE PREFERRED CHOICE OF TEACHERS NATIONWIDE

At any one time, over two million school children are using an Acorn computer as part of the national curriculum.

Welcome to Acorn World. As you probably know, Acorn Computers has been the leading supplier of computers to UK education for over twelve years and consequently today, not only is an Acorn computer the preferred choice of teachers nationwide but at any one time, over two million school children are using an Acorn computer as part of the national curriculum.

Why is this ?

Firstly its because Acorn has always worked with educationalists to ensure that the technology it delivers is appropriate to the task required of it. Education is not about learning how to use a computer but learning how technology can serve purposeful uses ; for this reason Acorn's computers have always been easy to use, allowing both teachers and children to concentrate on the task - without, as is often the case of other computers, the technology 'getting

in the way'.

Secondly, over the years Acorn has built up an entire community of educational IT (Information Technology) support specialists, with skills in providing advice, choosing solutions, installing

at any
one time, over
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Acorn computer
as part of the
national curriculum.

and maintaining equipment and training schools, teachers and pupils to get the most out of their technology. IT advisers in Acorn in Education Centres, Acorn's independent software houses and authorised education dealers all work together to deliver the very best in educational IT for all Britain's schools.

Finally, Acorn has always acknowledged the need to work in partnership with experts in other fields, in order to bring their products or services to the benefit of UK education. Recent examples of this are :

- Acorn's partnerships with Tesco, where over 11,000 British schools received IT equipment from the 'Computers for Schools' initiative
- Psion working with Acorn to develop the first schools' palmtop computer, the Acorn Pocket Book and similarly
- Kodak, who jointly have brought the facility of Photo CD to the Acorn platform, so that schools throughout the UK can benefit from its exciting potential
- The Sunday Times teaming up with Acorn to enable parents to gain a better insight into the use of IT within the national curriculum with their 'Parent Power' campaign and last but not least
- Superchoice (part of the Pontins Group) - who are at the show - working with Acorn to bring 'Active IT' breaks to both school-children and family groups

So I do hope that you will enjoy yourself today and experience what its like to be part of the Acorn community and perhaps you will see for yourself what it is that makes Acorn Computers so valuable to the education of children throughout the UK !

Have a great day.

Peter Talbot, General Manager
UK Education



Home Computing - and Beyond

Visit the Games Arcade, where we have all the latest and greatest games, surrounded by a spectacular multi - coloured laser show, all set inside a massive spacecraft.

We are confident that you will find this show to be more dynamic, and exciting than ever before. In particular, visit the Games Arcade, where we have all the latest and greatest games, surrounded by a spectacular multi - coloured laser light show, all set inside a massive spacecraft.

We are also showing the new consumer bundles which focus on the core areas of entertainment, education and the home business.

Taking entertainment first, we are introducing a new bundle entitled the Action Pack which is very computer games orientated, containing no less than 5 titles, while still also providing a fully fledged word processor.

The Learning Curve has been completely revised and updated to include Acorn Advance, PC Emulation and a

**A3010 Action Pack
now available for just
£399 including VAT.
This is the
lowest price ever
for a full blown
32-bit RISC computer.**

portfolio of no less than 10 interactive demonstration titles to give at least a small insight into the wide world of Acorn's educational software.

Finally, our third bundle, The Home Office is focused towards the home business and SOHO markets, providing individual applications that combine consummate power with intuitive ease of use.

In addition, we have recently reduced the prices of all Archimedes computers



with the new A3010 Action Pack now available for just £399 including VAT. This is the lowest price ever for a full blown 32-bit RISC computer.

We expect to have the new products in over 400 independent dealer outlets, and we will be in the major multiple high street stores, including those of Tandy, Tempo, John Lewis, Argos, Fenwicks, Alders, Harrods, Clydesdale, and the Rumbelows and Fona superstores.

We have also produced a new, dynamic advertising campaign which offers a free video to respondents entitled "The Home Computer Minefield". This is the first time that this approach has been undertaken in the home computer market, and we believe it will be a great success.

The twenty minute video features John Leslie guiding a family through various levels and challenges to discover the differences and capabilities of all the major computers and consoles. In keeping with the theme of "exploding the myth of home computers", those

machines which do not qualify are eliminated, until only one winner is left. Copies of the video are available by phoning 081 847 7744.

If you like playing computer games, you may be interested to know that there are ongoing discussions with many of the major games publishers including US Gold, Electronic Arts, Ocean and Virgin to port their best games onto the Acorn platform.

Another new initiative will ensure that many of the video games programmes on TV will start featuring reviews of titles for the Archimedes in

t-

**over 400 independent
dealer outlets,
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Fenwicks, Alders,
Harrods, Clydesdale,
and the Rumbelows and
Fona superstores.**

he run up to Christmas including Gamesmaster, Bad Influence, Gimme 5, Big Breakfast, Going Live, etc. and we will also be running competitions on a number of these programmes - so keep an eye out!

**Hope you have an enjoyable time.
Richard Percy, Consumer General
Manager.**

ACORN EXPANDS ITS MARKETS

Acorn's operation represents a major push into the consumer market, and comes at a time when competitive manufacturers of non MS-DOS systems, like Commodore and Atari, have been steadily losing market share.

Germany

In 1992 a significant strategic target was set by Acorn: expansion into key international markets. With a team of dedicated professionals, extensive research was carried out to identify new opportunities in key overseas markets, whilst continuing the development and growth of existing territories.

After several months of focussed strategic planning, Thursday 30th Sep-

The future promises to be a very exciting time, with the German reality completing a first step in the strategic International expansion programme.

tember 1993, saw the official opening of Acorn Computers GmbH. Although Acorn has been selling successfully in Germany over several years, this new operation represents a major push into the consumer market, and comes at a time when competitive manufacturers of non MS-DOS systems, like Commodore and Atari, have been steadily losing market share. Operating from its two floor, 385 sqm site in Düsseldorf, Acorn Computers GmbH, will promote and distribute Acorn solutions all over Germany.

The Rest of the World

Acorn sells worldwide through a network of authorised distributors and

Acorn quality, design value for money and innovative solutions, can be seen all over the globe

dealers, as well as having subsidiaries in Australia, New Zealand and Canada. Acorn quality, design, value for money and innovative solutions, can be seen all over the globe. Customers include major publishing companies, educational establishments, specialist scientific applications and even military training and

simulation. AFE Computer Services (Hong Kong) have developed one such application. Realising a market for the provision of financial information, they offer a software + hardware package based around Acorn, allowing subscribers to connect themselves to the stock market information system, via Hong Kong's

Acorn sells worldwide through a network of authorised distributors and dealers, as well as having subsidiaries in Australia, New Zealand and Canada

digital telephone network. The system takes 'raw' data, analyses it, and provide an intelligent graphic and window based solution.

I would like to wish all our UK and overseas users and third parties a very enjoyable show and a very happy Christmas and prosperous New Year.

Bob Coates, International Business Unit General Manager.

HOTware



Acorn jetzt auch in Deutschland

Inhalt:

Die deutsche Computerbranche kommt nun in Bewegung: 100 produktiven Hochleistungsrechnern bringt der britische Hersteller Acorn seinen Wind und eine willkommene Abwechslung in den Markt.

Früher schon ein führender Hersteller von Hochleistungsrechnern, hat sich Acorn nun in Deutschland mit der Schaffung eines neuen, leistungsstarken Produkts, dem Acorn-Computer, einen neuen Schritt in die Zukunft gemacht. Der Acorn-Computer ist ein leistungsstarkes, vielseitiges und leicht zu bedienendes System, das die Anforderungen an ein modernes Rechner-System erfüllt.

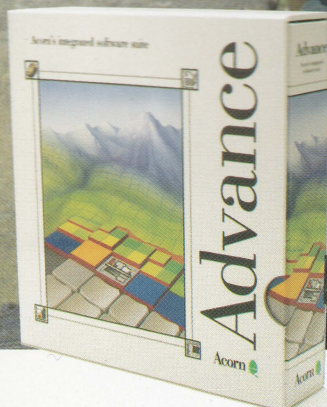
Der Acorn-Computer ist ein leistungsstarkes, vielseitiges und leicht zu bedienendes System, das die Anforderungen an ein modernes Rechner-System erfüllt. Er ist in der Lage, eine Vielzahl von Aufgaben zu bewältigen, von der einfachen Textverarbeitung bis hin zur komplexen Datenverarbeitung. Der Acorn-Computer ist ein ideales System für kleine und mittlere Unternehmen, die eine leistungsstarke und zuverlässige Rechnerlösung suchen.

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Advance with the Acorn Pocket Book

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Extend the range and capability of your Archimedes computer without stretching your pocket. Save more than £200 on this special offer which includes:

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- Recommended retail price for all items £468.80 inc VAT

Advance and the A-Link require RISC OS 3 (Version 3.10 or later)



Please send the Advance with Pocket Book Offer

PBAU11/93

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Offer valid for orders received between October 1st and 31st December 1993.
 Please allow 28 days for delivery.

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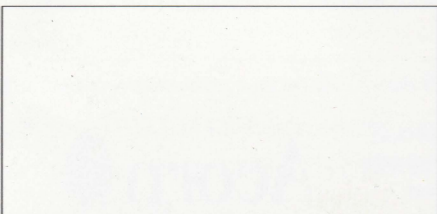
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